Available online at www.sciencedirect.com
SCIENCE DIRECT
Journal of Business Research 58 (2005) I–III
JOURNAL OF BUSINESS RESEARCH

# Author Index
# Vol. 58

Abdul-Muhmin AG, 619
Ackfeldt A-L, 151
Adobor H, 330
Agarwal J, 483
Allen CT, 494
Allen J, 726
Alpert JI, 369
Alpert MI, 369
Alpkan L, 1340
Andersen PH, 1261
Anderson RD, 115, 250
Armenakis AA, 1330
Arnold MJ, 1132
Auh S, 1652
Aurifeille J-M, 214

Babin B, 653
Babin BJ, 1110, 1581
Bachmann D, 874
Bagozzi RP, 533
Baraldi E., 1251
Barr TF, 1146
Bauer TN, 160
Becker BW, 111
Becker MC, 746
Belch MA, 569
Bell SJ, 9
Bello DC, 1009
Benito GRG, 1672
Bennett R, 797
Bernhardt KL, 559
Bhuian SN, 9, 141
Bird MM, 397
Bonache Pérez J, 1320
Bonner JM, 1371
Borsboom R, 141
Boyar SL, 919
Braidot N, 1100
Brandes P, 1078
Brashear TG, 241
Braunsberger K, 260, 1169, 1464
Brengman M, 79
Brooks CM, 241
Bruner II GC, 553
Brunsø K, 72
Bruton GD, 1465
Buijtels HEJJM, 377
Burns AC, 593, 644
Burton S, 467

Cadogan JW, 18
Campbell ND, 1721
Campion MA, 160
Cavusgil ST, 883, 1371
Céspedes-Lorente J, 715
Chandra R, 1019
Chatterjee S, 1362
Chebat J-C, 576, 653, 664, 1110, 1581, 1590
Chen JJ, 1730
Cheng TEC, 446
Chimhanzi J, 787
Chiu H-C, 1681
Chow RPM, 185
Christensen PR, 1261
Christophe SE, 636
Chung R, 766
Churyk NT, 1353
Claycomb C, 1662
Clemens BW, 1205
Cliffe SJ, 1068
Colgate M, 195
College B, 981
Connor PE, 111
Coote LV, 151, 268
Cornwell TB, 268
Corsini L, 967
Cotte J, 361
Coulter RA, 361
Cowley E, 1419
Cox AD, 250
Cox D, 250
Cramton CD, 758
Crittenden V, 999
Crittenden VL, 944, 946, 955
Crittenden WF, 960
Cron WL, 602

Dahl DW, 543
Davis L, 1609
DeConinck J, 874
Denny RM, 1456
Desai A, 926
Dharwadkar R, 1078
Dholakia RR, 387
Dickson P, 944
Dijkstra M, 377
Dillon WR, 935
Dimou I, 1730
Dixit A, 1169, 1464
Donthu N, 28, 1381, 1474
Douglas TJ, 1205
Downing S, 806
Doyle P, 414
Dubinsky AJ, 1690
Dubois A., 1223

Edwardson M, 1419
Elenkov D, 893
Emden Z, 883
Ennew CT, 1178
Ergun E, 1340
Eroglu SA, 1146
Eroglu SA, 655
Evans KR, 1214
Evrard Y, 339
Ewing BT, 293
Ewing MT, 841

Fahy J, 18
Fang E, 1214
Farrell C, 1419
Fernandes JC, 1562

doi:10.1016/S0148-2963(05)00104-9

Ferrell L, 910
Ferrell OC, 910
Finney RZ, 1721
Firth M, 766
Flurry LA, 593
Ford JB, 829
Fortin DR, 387, 1409
Foxall GR, 518
Frank L, 107
Frankwick GL, 1662
Frazer L, 1534

Gadde L-E, 1223
Gainer B, 854
Gao GY, 1049
Gao T, 397
García Álvarez E, 1446
Gates R, 260
Gélinas-Chebat C, 1590
Geuens M, 79
Gill T, 902
Gilliland DI, 1009
Goldsmith RE, 423
González-Benito Ó, 457
Gounaris SP, 126
Grayson K, 500
Greenley GE, 18, 1483
Griffith DA, 1391, 1643
Grimm PE, 508
Gripsrud G, 1672
Grohmann B, 1583
Grunert KG, 72

Halinen A., 1285
Hansen F, 1426
Harich KR, 1506
Hartman KB, 1112
Haugland SA, 1226
Hawkins SA, 354
Hébert L, 736
Hejazi W, 1741
Hershberger EK, 1474
Hibbert SA, 819
Holbrook MB, 45
Holmen E, 1240
Honea H, 543
Hooley GJ, 18, 1483
Horne S, 819
Hoyer WD, 339
Hsieh Y-C, 1681
Hsu C-C, 103
Huang Q, 674
Huang W-Y, 1690
Huang Y, 611
Hudson GI, 321
Huff L, 96
Hulthén K, 1223
Hung S-C, 1543

Jaramillo F, 705
Jensen T, 467
Jerez-Gómez P, 715
Johnson D, 500
Joshi AW, 584
Judge WQ, 393
Judson KM, 62
Juul Andersen T, 1059

Kalamas M, 674, 1121
Kalczynski PJ, 1599
Kanagaretnam K, 312
Kang YS, 1362
Karande K, 687, 1573
Keillor BD, 629
Kelley L, 96
Kerin RA, 602
Khan R, 1078
Kim D, 1371
Kim J-B, 766
Kleine SS, 494
Knudsen T, 746
Kohli CS, 1506
Kotabe M, 1525
Krentler KA, 569
Krishnan HA, 1712
Kroll M, 926
Kumar A, 553, 935
Kundu SK, 103
Kwon D, 1552

Lafferty BA, 423
Lages C, 1040
Lages CR, 1040
Lages LF, 1040, 1562
Lai K-h, 446
Lang B, 195
Laroche M, 674, 1121
Laros FJM, 1437
LaTour M, 1330
Lau LBY, 185
Laurent G, 1407
Leach MP, 559
Leach Waters C, 995
Lee H, 636
Lee HY, 1552
Lee JSY, 185
Lee M, 1681
Lee Y-K, 1552
Leuthesser L, 1506
Levy SJ, 341
Lewin JE, 1381
Li S, 37
Li Y-C, 1681
Liesch PW, 168
Liu AH, 559
Liu B, 1495
Liu SS, 277
Liu X, 1495
Lobo GJ, 312
Lohtia R, 1009
Lombard JR, 687
López Sintas J, 1446
Lu JW, 736
Lueg JE, 1132
Lukas BA, 414
Luo X, 28, 277
Lusch RF, 1155

Machleit K, 1146
Machleit KA, 494, 655
MacInnis D, 1397
MacMillan K, 806
Maertz Jr. CP, 160, 919
Malhotra NK, 477, 483
Maltz EN, 369
Manolis C, 241
Manzon Jr. GB, 981, 1006
Marshall GW, 705, 1623
Matsuno K, 1
Matthews J, 232
Mazursky D, 1299
McColl-Kennedy JR, 115
Medlin CJ, 214
Mendoza NA, 467
Menguc B, 9, 141, 430, 1652
Mentzer JT, 1
Meyer T, 655
Michon R, 576
Min S, 1030
Mishra DP, 1362
Mishra S, 301
Möller K., 1274
Money A, 806
Money K, 806
Moore M, 361, 696
Moorthy S, 354
Morgan RE, 787
Morris M, 726
Mosley Jr. DC, 160
Motion J, 1068
Mottner S, 829
Mukherjee S, 935
Mulki JP, 705
Mummalaneni V, 526
Murray JY, 1525

Nakata C, 611
Nantel J, 1599
Napoli J, 841

Nataraajan R, 902, 1690
Neese WT, 910
Nelson MR, 89
Ness H, 1226
Niece JG, 1003
Niedrich RW, 1516
Nielsen BB, 1194
Noble SM, 1643
Nonis SA, 321
Notani AS, 494

O'Cass A, 406
Ortinau DJ, 260
Osmonbekov T, 1474
Oswald SL, 1330
Otnes CC, 89
Ouyang M, 37
Owens D, 629
Ozanne LK, 430

Padanyi P, 854
Pan Y, 1169, 1464
Park D, 1712
Patterson PG, 173
Payne JE, 293
Pearson AW, 919
Pecotich A, 406
Pedersen A-C, 1240
Pereira A, 103
Peterson RA, 348
Phan MCT, 173
Philhours MJ, 321
Pla-Barber J, 1320
Plath DA, 1089
Ponder N, 1132
Porac JF, 62
Porter TW, 1702
Posthuma RA, 160
Powell CM, 1721
Puumalainen K, 107

Quester PG, 214

Rajala A, 1274
Rentz JO, 1
Reynolds KE, 1132
Richard M-O, 1019, 1632
Robiceaux R, 653
Robinson Jr, L, 1623
Román S, 439
Rosa JA, 62
Rudd JM, 1483
Ruiz S, 439

Saad G, 902
Safarian AE, 1741
Sargeant A, 797
Schelfhaudt K, 946, 999
Schindehutte M, 726
Scholderer J, 72
Senecal S, 1599
Sethuraman R, 602
Sharma S, 935, 1516
Shulman AD, 232
Si SX, 1465
Siemens JC, 467
Sin LYM, 185
Sirgy MJ, 397
Slusarczyk W, 664
Smith DC, 1702
Smith SM, 79
Snipes RL, 1330
Spangenberg ER, 1583
Spiro RL, 1112
Sprott DE, 1583
Stamps MB, 1623
Steenkamp J-BEM, 1437
Stevenson TH, 1089
Story JW, 1310
Strazzieri A, 339
Styles CW, 173
Sunderland PL, 1456
Sundqvist S, 107
Svahn S, 1274
Swinyard WR, 79

Tagg S, 819
Taggart R, 967
Takahashi I, 1121
Tam JLM, 777
Tay NSP, 1155
Teng JK, 321
Teng L, 1121
Thakor MV, 584
Therrien K, 1590
Thomas WB, 285
Tihanyi L, 285
Törnroos J-Å, 1285
Torvatn T, 1240
Tsang ASL, 1186
Tse ACB, 185
Turley LW, 576

Umesh UN, 301

Valle-Cabrera R, 715
Van Raaij WF, 377
Veeck A, 644
Vinitzky G, 1299

Walley MJC, 1409
Waluszewski A, 1251
Weathers D, 1516
Webber SS, 758
Wei Y, 1495
Weijters B, 79
Weinberg BD, 1609
Weinberger MG, 1643
Welch C, 205
Whitwell GJ, 414
Wilkinson I, 205
Wilkinson TJ, 629
Williams T, 223
Willis-Flurry LA, 569
Wilson EJ, 168, 989
Wind Y, 863
Winzar H, 1534
Witkowski TH, 70
Wolfinbarger M, 1030
Wong NY, 533
Woo K-s, 1178
Wright P, 926

Yamada T, 1009
Yang D-H, 312
Yang Z, 1049
Yani-de-Soriano MM, 518
Yaprak A, 883
Yau OHM, 185
Yilmaz C, 1340
Yoo C, 1397

Zaichkowsky J, 1407
Zhou D, 37
Zhou KZ, 1049
Zhou L, 277
Zhou N, 1049, 1186
Zinkhan GM, 1169, 1464
Zou S, 1214
Zurawicki L, 1100

Available online at www.sciencedirect.com
SCIENCE DIRECT
Journal of Business Research 58 (2005) IV – XXVI
JOURNAL OF BUSINESS RESEARCH

# Subject Index
# Vol. 58

ABSENTEEISM
The effects of work–family conflict and family–work conflict on nonattendance behaviors, 919
ACADEMIC SUCCESS
Changes in college student composition and implications for marketing education: revisiting predictors of academic success, 321
ACQUISITIONS
Outside board monitoring and the economic outcomes of acquisitions: a test of the substitution hypothesis, 926
ACTIVITY SETS
The entrepreneur's business model: toward a unified perspective, 726
AD ATTITUDES
The brand attitude formation process of emotional and informational ads, 1397
ADDITIVE BIAS
A procedure for eliminating additive bias from cross-cultural survey data, 72
ADVERTISEMENTS
Minority response to ethnically similar models in advertisements: an application of accommodation theory, 1573
ADVERTISING
Advertising repetition and quality perception, 354
Enhancing or disrupting guilt: the role of ad credibility and perceived manipulative intent, 361
Purchase occasion influence on the role of music in advertising, 369
Interactivity and vividness effects on social presence and involvement with a web-based advertisement, 387
ADVERTISING EFFICIENCY
Assessing advertising media spending inefficiencies in generating sales, 28
ADVERTISING EXECUTION
The brand attitude formation process of emotional and informational ads, 1397
AFFECT
Attitude and affect: new frontiers of research in the 21st century, 477
An integrated model of attitude and affect: Theoretical foundation and an empirical investigation, 483
$A_b$ components' impact on brand preference, 508
AFFECT–COGNITION INTERACTION
Attitude and affect: new frontiers of research in the 21st century, 477
AFFECTIVE DIMENSIONS
Cognitive and affective trust in service relationships, 500
AFFECTIVE EXPECTATIONS
The role of affective expectations in memory for a service encounter, 1419
AFFECTIVE RESPONSES
Separate and joint effects of medium type on consumer responses: a comparison of television, print, and the Internet, 377
AGENCY
Outside board monitoring and the economic outcomes of acquisitions: a test of the substitution hypothesis, 926
AGENCY CONFLICT
Reporting goodwill: are the new accounting standards consistent with market valuations?, 1353
AGENT-BASED MODEL
A preliminary test of Hunt's General Theory of Competition: using artificial adaptive agents to study complex and ill-defined environments, 1155
ALLIANCE ATTRIBUTES
Performance implications of strategic fit between alliance attributes and alliance forms, 1525
ALLIANCE FORMS
Performance implications of strategic fit between alliance attributes and alliance forms, 1525
ALLIANCE NETWORKS
Self-perceived strategic network identity and its effects on market performance in alliance relationships, 1371
ALLIANCE PERFORMANCE
Learning from experience in international alliances: antecedents and firm performance implications, 883
Performance implications of strategic fit between alliance attributes and alliance forms, 1525

doi:10.1016/S0148-2963(05)00105-0

AMBIENT ODOR
Mall atmospherics: the interaction effects of the mall environment on shopping behavior, 576
AMBIENT SCENT
It's beginning to smell (and sound) a lot like Christmas: the interactive effects of ambient scent and music in a retail setting, 1583
AMBIVALENCE
Exploring cross-cultural ambivalence: a netnography of intercultural wedding message boards, 89
ANALOG DEVICES
Analog Devices, Inc., 967
ANTHROPOGENIC
Lost in a mall, the effects of gender, familiarity with the shopping mall and the shopping values on shoppers' wayfinding processes, 1590
ARCHITECTURE
The entrepreneur's business model: toward a unified perspective, 726
ARCHIVAL ARTIFACTS
Customer value and autoethnography: subjective personal introspection and the meanings of a photograph collection, 45
ARGENTINA
Consumers during crisis: responses from the middle class in Argentina, 1100
AROUSAL
Situational influences on consumers' attitudes and behavior, 518
AT
Expansion strategy of international hotel firms, 1730
ATMOSPHERICS
Modeling the impact of internet atmospherics on surfer behavior, 1632
ATTITUDE
Attitude and affect: new frontiers of research in the 21st century, 477
An integrated model of attitude and affect: Theoretical foundation and an empirical investigation, 483
A place for emotion in attitude models, 494
ATTITUDE FORMATION PROCESSES
The brand attitude formation process of emotional and informational ads, 1397
ATTRIBUTES
$A_b$ components' impact on brand preference, 508
AUCTIONS
Behavioral outcomes from online auctions: reserve price, reserve disclosure, and initial bidding influences in the decision process, 1409
AUDIT QUALITY
Earnings management, surplus free cash flow, and external monitoring, 766
AUSTRALIA
Exits and expectations: why disappointed franchisees leave, 1534
AUSTRALIA–JAPAN TRADE
Network perspectives on interfirm conflict: reassessing a critical case in international business, 205
AUTOETHNOGRAPHY
Customer value and autoethnography: subjective personal introspection and the meanings of a photograph collection, 45
AXIOLOGY
Customer value and autoethnography: subjective personal introspection and the meanings of a photograph collection, 45

BASIC EMOTIONS
Emotions in consumer behavior: a hierarchical approach, 1437
BASS MODEL
The effects of country characteristics, cultural similarity and adoption timing on the diffusion of wireless communications, 107
BAYESIAN NETWORKS
Subordinate–manager gender combination and perceived leadership style influence on emotions, self-esteem and organizational commitment, 115
BEHAVIOR
Behavioral outcomes from online auctions: reserve price, reserve disclosure, and initial bidding influences in the decision process, 1409
BEHAVIORAL DIMENSIONS
Cognitive and affective trust in service relationships, 500
BEHAVIORAL INTENTIONS
Trust and commitment influences on customer retention: insights from business-to-business services, 126
BENCHMARKING
Benchmarking marketing productivity using data envelopment analysis, 1474
BIAS CORRECTION
A procedure for eliminating additive bias from cross-cultural survey data, 72
BIRTH ORDER
Are laterborns more innovative and nonconforming consumers than firstborns? A Darwinian perspective, 902
BONDING
Trust and commitment influences on customer retention: insights from business-to-business services, 126
BRAND ALLIANCES
Cause–brand alliances: does the cause help the brand or does the brand help the cause?, 423
BRAND ATTITUDES
The brand attitude formation process of emotional and informational ads, 1397
BRAND CATEGORIZATION
Modeling the selection of fast-food franchises among Japanese consumers, 1121

BRAND CHOICE
Modeling the selection of fast-food franchises among Japanese consumers, 1121
BRAND EQUITY
$A_b$ components' impact on brand preference, 508
Creating brand identity: a study of evaluation of new brand names, 1506
BRAND EXPERIENCE
Building contemporary brands: a sponsorship-based strategy, 1068
BRAND IMAGE
Creating brand identity: a study of evaluation of new brand names, 1506
BRAND KNOWLEDGE
Recapturing store image in customer-based store equity: a construct conceptualization, 1112
BRAND MANAGEMENT
Modeling the selection of fast-food franchises among Japanese consumers, 1121
BRAND ORIENTATION
Developing and validating a multidimensional nonprofit brand orientation scale, 841
BRANDING
Creating brand identity: a study of evaluation of new brand names, 1506
BRAND STRATEGY
Building contemporary brands: a sponsorship-based strategy, 1068
BRANDS
Effects of coupons on brand categorization and choice of fast foods in China, 674
BRICKS AND CLICKS
Market share, profit margin, and marketing efficiency of early movers, bricks and clicks, and specialists in e-commerce, 1030
BROAD-LINE RETAILERS
Location strategies of broad-line retailers: an empirical investigation, 687
BULGARIA
Organizational capacity for change and environmental performance: an empirical assessment of Bulgarian firms, 893
BUSINESS ETHICS
Cross-cultural consumer and business research: an introduction to the special section, 70
An analysis of federal mail and wire fraud cases related to marketing, 910
BUSINESS MODEL
The entrepreneur's business model: toward a unified perspective, 726
BUSINESS NETWORK
Network perspectives on interfirm conflict: reassessing a critical case in international business, 205
Information technology at IKEA: an "open sesame" solution or just another type of facility?, 1251
BUSINESS NETWORKS
Strategic business nets—their type and management, 1274
Using case methods in the study of contemporary business networks, 1285
Self-perceived strategic network identity and its effects on market performance in alliance relationships, 1371
BUSINESS RELATIONSHIPS
A collaborative interest model of relational coordination and empirical results, 214
BUSINESS SCHOOLS
An examination of the relationship between research productivity in prestigious business journals and popular press business school rankings, 467
Cross-functional education: the need for case development, 955
BUSINESS-TO-BUSINESS
The dynamics of buyers' perceived costs during a relationship development process: an empirical assessment, 1662
BUSINESS-TO-BUSINESS PROFESSIONAL SERVICE
Measuring business-to-business professional service quality and its consequences, 1178
BUYER–SUPPLIER RELATIONSHIP
Reducing buyer decision-making uncertainty in organizational purchasing: can supplier trust, commitment, and dependence help?, 397
BUYING BEHAVIOR
The influence of purchase situation on buying center structure and involvement: a select meta-analysis of organizational buying behavior research, 1381
BUYING CENTER STRUCTURE
The influence of purchase situation on buying center structure and involvement: a select meta-analysis of organizational buying behavior research, 1381

CASE DEVELOPMENT
Cross-functional education: the need for case development, 955
CASE METHOD
A social learning theory of cross-functional case education, 960
CASE STUDY
Building contemporary brands: a sponsorship-based strategy, 1068
CASE STUDY RESEARCH
Using case methods in the study of contemporary business networks, 1285
CATEGORIZATION
Effects of coupons on brand categorization and choice of fast foods in China, 674
CAUSE MARKETING
Corporate sponsorship of a cause: the role of identification in purchase intent, 268

CAUSE–BRAND ALLIANCES
Cause–brand alliances: does the cause help the brand or does the brand help the cause?, 423
CAUSE-RELATED MARKETING
Cause–brand alliances: does the cause help the brand or does the brand help the cause?, 423
CHANNEL UTILIZATION
Consumer derived utilitarian value and channel utilization in a multi-channel retail context, 1643
CHARITY RETAILING
Charity retailers in competition for merchandise: examining how consumers dispose of used goods, 819
CHILDREN
Children's influence in purchase decisions: a social power theory approach, 593
CHINA
Relationship marketing orientation: scale development and cross-cultural validation, 185
Changing tastes: the adoption of new food choices in post-reform China, 644
Effects of coupons on brand categorization and choice of fast foods in China, 674
Examining the dynamics of consumer expectations in a Chinese context, 777
Developing strategic orientation in China: antecedents and consequences of market and innovation orientations, 1049
Entry modes of foreign direct investment in China: a multinomial logit approach, 1495
CHOICE
An integrated model of attitude and affect: Theoretical foundation and an empirical investigation, 483
Effects of coupons on brand categorization and choice of fast foods in China, 674
CHRISTMAS
It's beginning to smell (and sound) a lot like Christmas: the interactive effects of ambient scent and music in a retail setting, 1583
CISCO
Cisco's first glitch, 1003
COBRANDING
Cause–brand alliances: does the cause help the brand or does the brand help the cause?, 423
COGNITIVE ABILITY
Predictors of self-efficacy for cognitive ability employment testing, 160
COGNITIVE DIMENSIONS
Cognitive and affective trust in service relationships, 500
COGNITIVE RESPONSES
Separate and joint effects of medium type on consumer responses: a comparison of television, print, and the Internet, 377
COLLECTIVISM
Cultural determinants of customer- and learning-oriented value systems and their joint effects on firm performance, 1340
COLLECTIVISM/INDIVIDUALISM
Is collectivism a liability? The impact of culture on organizational trust and customer orientation: a seven-nation study, 96
COLLEGE STUDENT COMPOSITION
Changes in college student composition and implications for marketing education: revisiting predictors of academic success, 321
COMMITMENT
Trust and commitment influences on customer retention: insights from business-to-business services, 126
Reducing buyer decision-making uncertainty in organizational purchasing: can supplier trust, commitment, and dependence help?, 397
Instrumental and interpersonal determinants of relationship satisfaction and commitment in industrial markets, 619
Relationship marketing in the not-for-profit sector: an extension and application of the commitment–trust theory, 806
The role of commitment in foreign–Japanese relationships: mediating performance for foreign sellers in Japan, 1009
COMMUNICATION EFFECTS
Distinguishing between feelings and emotions in understanding communication effects, 1426
COMPETITION
A preliminary test of Hunt's General Theory of Competition: using artificial adaptive agents to study complex and ill-defined environments, 1155
COMPETITIVE ADVANTAGE
The performance impact of marketing resources, 18
COMPETITIVE INTENSITY
Towards a confirmatory model of retail strategy types: an empirical test of miles and snow, 696
Balancing exploration and exploitation: The moderating role of competitive intensity, 1652
COMPETITIVE INTERACTION
Spatial competitive interaction of retail store formats: modeling proposal and empirical results, 457
COMPUTER-MEDIATED COMMUNICATION
The performance effect of computer-mediated communication and decentralized strategic decision making, 1059
COMPUTERS
Researching cultural metaphors in action: metaphors of computing technology in contemporary U.S. life, 1456
COMPUTING TECHNOLOGY
Researching cultural metaphors in action: metaphors of computing technology in contemporary U.S. life, 1456
CONATIVE RESPONSES
Separate and joint effects of medium type on consumer responses: a comparison of television, print, and the Internet, 377

CONFIRMATORY FACTOR ANALYSIS
A simulation study to investigate the use of cutoff values for assessing model fit in covariance structure models, 935
CONFORMITY
Are laterborns more innovative and nonconforming consumers than firstborns? A Darwinian perspective, 902
CONJOINT ANALYSIS
Determining the quality of conjoint analysis results using violation of a priori signs, 301
A field study comparing online and offline data collection methods for identifying product attribute preferences using conjoint analysis, 602
CONSTRUCTION INDUSTRY
Building relationships for technological innovation, 1240
CONSUMER
A place for emotion in attitude models, 494
The Promotion Affect Scale: Defining the Affective Dimensions of Promotion, 543
CONSUMER BEHAVIOR
Reassessing the pleasures of store shopping, 250
The evolution of qualitative research in consumer behavior, 341
Response construction in consumer behavior research, 348
Purchase occasion influence on the role of music in advertising, 369
The dynamics of voter behavior and influence processes in electoral markets: a consumer behavior perspective, 406
Are laterborns more innovative and nonconforming consumers than firstborns? A Darwinian perspective, 902
A model of consumer web navigational behavior: conceptual development and application, 1019
The role of affective expectations in memory for a service encounter, 1419
CONSUMER BEHAVIOR RESEARCH
Response construction in consumer behavior research, 348
CONSUMER DISPOSITION
Charity retailers in competition for merchandise: examining how consumers dispose of used goods, 819
CONSUMER EMOTIONS
Emotions in consumer behavior: a hierarchical approach, 1437
CONSUMER EXPECTATIONS
Examining the dynamics of consumer expectations in a Chinese context, 777
CONSUMER RESEARCH
Cross-cultural consumer and business research: an introduction to the special section, 70
CONSUMER SEARCH PROCESSES
Modifying consumer search processes in enhanced on-line interfaces, 1299
CONSUMER VALUE
Customer value and autoethnography: subjective personal introspection and the meanings of a photograph collection, 45
CONSUMERS
Consumers' moral philosophies: identifying the idealist and the relativist, 1690
CONSUMPTION
Consumers during crisis: responses from the middle class in Argentina, 1100
CONSUMPTION CHANGES
Changing tastes: the adoption of new food choices in post-reform China, 644
CONTEXT EFFECTS
A procedure for eliminating additive bias from cross-cultural survey data, 72
CONTINGENCY APPROACH
Equity control and the survival of international joint ventures: a contingency approach, 736
CONTINGENCY MODEL
The moderating effect of goal-setting characteristics on the sales control systems–job performance relationship, 1214
CONTRACTS
The evolution of governance mechanisms and negotiation strategies in fixed-duration interfirm relationships, 1226
CONTROL
The effects of control, trust, and justice on salesperson turnover, 241
COOPERATION
Cooperation by design: structure and cooperation in interorganizational networks, 223
COORDINATION
A collaborative interest model of relational coordination and empirical results, 214
CORE COMMITTEE
The nose knows: new product development at Yankee Candle Company, 989
CORPORATE GOVERNANCE
Institutional ownership and CEO compensation: a longitudinal examination, 1078
CORPORATE SOCIAL RESPONSIBILITY
Cause–brand alliances: does the cause help the brand or does the brand help the cause?, 423
Challenges of the "green imperative": a natural resource-based approach to the environmental orientation–business performance relationship, 430
CORPORATE SPONSORSHIP
Corporate sponsorship of a cause: the role of identification in purchase intent, 268
COST
The dynamics of buyers' perceived costs during a relationship development process: an empirical assessment, 1662

COUNTRY EFFECTS
The effects of perceived technological incongruence on perceptions of fit between countries, products, and attributes, 1310
COUNTRY IMAGE
Country-of-origin image: measurement and cross-national testing, 103
COUNTRY OF ORIGIN
The effects of perceived technological incongruence on perceptions of fit between countries, products, and attributes, 1310
COUNTRY-OF-ORIGIN
Country-of-origin image: measurement and cross-national testing, 103
COUPONS
Effects of coupons on brand categorization and choice of fast foods in China, 674
CREDIBILITY
Enhancing or disrupting guilt: the role of ad credibility and perceived manipulative intent, 361
The brand attitude formation process of emotional and informational ads, 1397
CROSS-COUNTRY COMPARISON
The effects of country characteristics, cultural similarity and adoption timing on the diffusion of wireless communications, 107
CRISIS
Consumers during crisis: responses from the middle class in Argentina, 1100
CRITICAL INCIDENT TECHNIQUE
Customer delight in a retail context: investigating delightful and terrible shopping experiences, 1132
CROSS-COUNTRY COMPARISON
The effects of country characteristics, cultural similarity and adoption timing on the diffusion of wireless communications, 107
CROSS-CULTURAL RESEARCH
A procedure for eliminating additive bias from cross-cultural survey data, 72
CROSS-CULTURAL RESEARCH
Segmenting Internet shoppers based on their Web-usage-related lifestyle: a cross-cultural validation, 79
CROSS-CULTURAL
Cross-cultural consumer and business research: an introduction to the special section, 70
CROSS-CULTURAL
Exploring cross-cultural ambivalence: a netnography of intercultural wedding message boards, 89
CROSS-FUNCTIONAL CASE EDUCATION
A social learning theory of cross-functional case education, 960
CROSS-FUNCTIONAL EDUCATION
Cross-functional education: the need for case development, 955
CROSS-FUNCTIONAL INTEGRATION
Marketing as an engine of business growth: a cross-functional perspective, 863
Specialist or generalist: Views from academia and industry, 946
CROSS-NATIONAL TESTING
Country-of-origin image: measurement and cross-national testing, 103
CULTURAL CHARACTERISTICS
The effects of country characteristics, cultural similarity and adoption timing on the diffusion of wireless communications, 107
CULTURAL ORIENTATION
Emotional intensity as a function of psychological distance and cultural orientation, 533
CULTURAL SENSITIVITY
The role of commitment in foreign–Japanese relationships; mediating performance for foreign sellers in Japan, 1009
CULTURE
Researching cultural metaphors in action: metaphors of computing technology in contemporary U.S. life, 1456
CUSTOMER ATTITUDE
Relationship outcomes of perceived ethical sales behavior: the customer's perspective, 439
CUSTOMER DELIGHT
Customer delight in a retail context: investigating delightful and terrible shopping experiences, 1132
CUSTOMER LOYALTY
How emotions mediate the effects of perceived justice on loyalty in service recovery situations: an empirical study, 664
Relationship marketing and consumer switching behavior, 1681
CUSTOMER ORIENTATION
Is collectivism a liability? The impact of culture on organizational trust and customer orientation: a seven-nation study, 96
Motivating salesperson customer orientation: insights from the job characteristics model, 584
Cultural determinants of customer- and learning-oriented value systems and their joint effects on firm performance, 1340
CUSTOMER RESPONSE
Recapturing store image in customer-based store equity: a construct conceptualization, 1112
CUSTOMER SATISFACTION
The effects of specific job satisfaction facets on customer perceptions of service quality: an employee-level analysis, 1330
CUSTOMER SERVICE
Growing pains for Alcas Corporation, 999
CUSTOMER VALUE
Customer value and autoethnography: subjective personal introspection and the meanings of a photograph collection, 45

Examining customer value perceptions of organizational buyers when sourcing from multiple vendors, 559
CUSTOMER-BASED STORE EQUITY
Recapturing store image in customer-based store equity: a construct conceptualization, 1112

3D
Modifying consumer search processes in enhanced on-line interfaces, 1299
DATA ENVELOPMENT ANALYSIS
Assessing advertising media spending inefficiencies in generating sales, 28
Benchmarking marketing productivity using data envelopment analysis, 1474
DECISION MAKING
Effects of coupons on brand categorization and choice of fast foods in China, 674
The role of routines in reducing pervasive uncertainty, 746
Examining the dynamics of consumer expectations in a Chinese context, 777
The performance effect of computer-mediated communication and decentralized strategic decision making, 1059
DECISION-MAKING
Consumers' decision-making process and their online shopping behavior: a clickstream analysis, 1599
DECISION-MAKING UNCERTAINTY
Reducing buyer decision-making uncertainty in organizational purchasing: can supplier trust, commitment, and dependence help?, 397
DEGREE OF INTERNATIONALIZATION
What matters about internationalization: a market-based assessment, 636
DEGREES-OF-FREEDOM ANALYSIS
Relational competency's role in Southeast Asia business partnerships, 173
DEMAND
Growing pains for Alcas Corporation, 999
DEPARTMENTAL RELATIONS
Explanations from the marketing/human resources dyad for marketing strategy implementation effectiveness in service firms, 787
DEPENDENCE
Reducing buyer decision-making uncertainty in organizational purchasing: can supplier trust, commitment, and dependence help?, 397
DEVELOPING ECONOMY
Organizational capacity for change and environmental performance: an empirical assessment of Bulgarian firms, 893
DIFFERENTIAL EFFECT
Recapturing store image in customer-based store equity: a construct conceptualization, 1112
DIRECT SELLING METHOD
Growing pains for Alcas Corporation, 999
DISTANCING
Location strategies of broad-line retailers: an empirical investigation, 687
DISTINCTION EFFECT
Four characters on the stage playing three games: performing arts consumption in Spain, 1446
DOMESTIC RETAIL INDUSTRY
Towards a confirmatory model of retail strategy types: an empirical test of miles and snow, 696
DOMINANCE
Situational influences on consumers' attitudes and behavior, 518

E440
The response of real estate investment trust returns to macroeconomic shocks, 293
EARLY MOVER ADVANTAGE
Market share, profit margin, and marketing efficiency of early movers, bricks and clicks, and specialists in e-commerce, 1030
EARNINGS MANAGEMENT
Earnings management, surplus free cash flow, and external monitoring, 766
EARNINGS VARIABILITY
Determinants of signaling by banks through loan loss provisions, 312
E-COMMERCE
Market share, profit margin, and marketing efficiency of early movers, bricks and clicks, and specialists in e-commerce, 1030
EFFECTIVE FIRM PERFORMANCE
Balancing exploration and exploitation: The moderating role of competitive intensity, 1652
EFFICIENCY
Benchmarking marketing productivity using data envelopment analysis, 1474
EFFICIENT FIRM PERFORMANCE
Balancing exploration and exploitation: The moderating role of competitive intensity, 1652
EMERGING ECONOMIES
Knowledge acquisition, cost savings, and strategic positioning: effects on Sino-American IJV performance, 1465
EMBEDDEDNESS
The role of knowledge embeddedness in the creation of synergies in strategic alliances, 1194
EMOTION
A place for emotion in attitude models, 494
EMOTIONAL INTENSITY
Emotional intensity as a function of psychological distance and cultural orientation, 533
EMOTIONAL STATES
An empirical investigation of Web site characteristics, consumer emotional states and on-line shopping behaviors, 526

EMOTIONS
Purchase occasion influence on the role of music in advertising, 369
How emotions mediate the effects of perceived justice on loyalty in service recovery situations: an empirical study, 664
Distinguishing between feelings and emotions in understanding communication effects, 1426
EMPLOYEE EMPOWERMENT
The effects of specific job satisfaction facets on customer perceptions of service quality: an employee-level analysis, 1330
EMPLOYEE JOB SATISFACTION
The effects of specific job satisfaction facets on customer perceptions of service quality: an employee-level analysis, 1330
EMPLOYMENT TESTS
Predictors of self-efficacy for cognitive ability employment testing, 160
ENTREPRENEURIAL ORIENTATION
Just entrepreneurial enough: the moderating effect of entrepreneurship on the relationship between market orientation and performance, 9
ENTREPRENEURSHIP
Entrepreneurial firms in the context of China's transition economy: an integrative framework and empirical examination, 277
Challenges of the "green imperative": a natural resource-based approach to the environmental orientation–business performance relationship, 430
ENTRY MODES
Entry modes of foreign direct investment in China: a multinomial logit approach, 1495
ENVIRONMENTAL COMMITMENT
Challenges of the "green imperative": a natural resource-based approach to the environmental orientation–business performance relationship, 430
ENVIRONMENTAL PERFORMANCE
Organizational capacity for change and environmental performance: an empirical assessment of Bulgarian firms, 893
EQUITY CONTROL
Equity control and the survival of international joint ventures: a contingency approach, 736
E-SHOPPERS
Segmenting Internet shoppers based on their Web-usage-related lifestyle: a cross-cultural validation, 79
E-TAILING
Market share, profit margin, and marketing efficiency of early movers, bricks and clicks, and specialists in e-commerce, 1030
ETHICS
Relationship outcomes of perceived ethical sales behavior: the customer's perspective, 439
ETHNOGRAPHY
Researching cultural metaphors in action: metaphors of computing technology in contemporary U.S. life, 1456
EVALUATION ERROR
Determining the quality of conjoint analysis results using violation of a priori signs, 301
EVOLUTIONARY PSYCHOLOGY
Are laterborns more innovative and nonconforming consumers than firstborns? A Darwinian perspective, 902
EXECUTIVE COMPENSATION
Institutional ownership and CEO compensation: a longitudinal examination, 1078
EXITS
Exits and expectations: why disappointed franchisees leave, 1534
EXPANSION MODE
Expansion strategy of international hotel firms, 1730
EXPATRIATION
When are international managers a cost effective solution? The rationale of transaction cost economics applied to staffing decisions in MNCs, 1320
EXPLOITATION
Balancing exploration and exploitation: The moderating role of competitive intensity, 1652
EXPLORATION
Balancing exploration and exploitation: The moderating role of competitive intensity, 1652
EXPORT MARKETING
The RELQUAL scale: a measure of relationship quality in export market ventures, 1040
EXPORT PERFORMANCE
The RELQUAL scale: a measure of relationship quality in export market ventures, 1040
EXTENDED MARKET ORIENTATION
A conceptual and empirical comparison of three market orientation scales, 1
EXTERNAL MONITORING
Earnings management, surplus free cash flow, and external monitoring, 766
FAST-FOOD INDUSTRY
Modeling the selection of fast-food franchises among Japanese consumers, 1121
FAILURE
Exits and expectations: why disappointed franchisees leave, 1534
FAMILIARITY
Lost in a mall, the effects of gender, familiarity with the shopping mall and the shopping values on shoppers' wayfinding processes, 1590
FAMILY DECISION MAKING
Teen internet mavens: influence in family decision making, 569
FAST FOODS
Effects of coupons on brand categorization and choice of fast foods in China, 674

FDI
NAFTA effects and the level of development, 1741
FEEDBACK FORUM
Exploring the WOW in online-auction feedback, 1609
FEELINGS
The brand attitude formation process of emotional and informational ads, 1397
FIELD STUDIES
Relationships among geographic dispersion, team processes, and effectiveness in software development work teams, 758
FINANCIAL SERVICES
Cognitive and affective trust in service relationships, 500
FINANCIAL VALUATION TECHNIQUES
How can a shareholder value approach improve marketing's strategic influence?, 414
FIRM FACTORS
Entrepreneurial firms in the context of China's transition economy: an integrative framework and empirical examination, 277
FIRM PERFORMANCE
The performance impact of marketing resources, 18
Cultural determinants of customer- and learning-oriented value systems and their joint effects on firm performance, 1340
FIRM STRATEGY
Strategies and resources: Pathways to success?, 1721
FIT
The effects of perceived technological incongruence on perceptions of fit between countries, products, and attributes, 1310
FOODWAYS
Changing tastes: the adoption of new food choices in post-reform China, 644
FOREIGN DIRECT INVESTMENT
Entry modes of foreign direct investment in China: a multinomial logit approach, 1495
FOREIGN EARNINGS ESTIMATES
Information-processing demands and the multinational enterprise: a comparison of foreign and domestic earnings estimates, 285
FOREIGN MARKET ENTRY
Internationalization in retailing: modeling the pattern of foreign market entry, 1672
*FORTUNE 1000* FIRMS
A few good women—on top management teams, 1712
FRANCHISE
Expansion strategy of international hotel firms, 1730
FRANCHISEE SELECTION
Exits and expectations: why disappointed franchisees leave, 1534
FRANCHISING
Exits and expectations: why disappointed franchisees leave, 1534
FRAUD
An analysis of federal mail and wire fraud cases related to marketing, 910
FRONT-LINE EMPLOYEES
The intention to use computerized reservation systems: the moderating effects of organizational support and supplier incentive, 1552
FRUSTRATION
Subordinate–manager gender combination and perceived leadership style influence on emotions, self-esteem and organizational commitment, 115
FUN
Explaining consumer acceptance of handheld Internet devices, 553
FUNDRAISING
Relationship marketing in the not-for-profit sector: an extension and application of the commitment–trust theory, 806

G120
The response of real estate investment trust returns to macroeconomic shocks, 293
GAME THEORY
A preliminary test of Hunt's General Theory of Competition: using artificial adaptive agents to study complex and ill-defined environments, 1155
GENDER
Predictors of self-efficacy for cognitive ability employment testing, 160
The effects of work–family conflict and family–work conflict on nonattendance behaviors, 919
GENDER COMBINATIONS
Subordinate–manager gender combination and perceived leadership style influence on emotions, self-esteem and organizational commitment, 115
GENDER DIFFERENCES
Evaluating the nature of hassles and uplifts in the retail shopping context, 655
GENERALIST
Specialist or generalist: Views from academia and industry, 946
GENETIC ALGORITHMS
A preliminary test of Hunt's General Theory of Competition: using artificial adaptive agents to study complex and ill-defined environments, 1155
GEOGRAPHIC DISPERSION
Relationships among geographic dispersion, team processes, and effectiveness in software development work teams, 758

GLITCH
Cisco's first glitch, 1003
GLOBALIZATION
Changing tastes: the adoption of new food choices in post-reform China, 644
GOAL-SETTING CHARACTERISTICS
The moderating effect of goal-setting characteristics on the sales control systems–job performance relationship, 1214
GOODNESS-OF-FIT-INDICES
A simulation study to investigate the use of cutoff values for assessing model fit in covariance structure models, 935
GOODWILL IMPAIRMENT
Reporting goodwill: are the new accounting standards consistent with market valuations?, 1353
GOVERNANCE
Outside board monitoring and the economic outcomes of acquisitions: a test of the substitution hypothesis, 926
The evolution of governance mechanisms and negotiation strategies in fixed-duration interfirm relationships, 1226
GUILT
Enhancing or disrupting guilt: the role of ad credibility and perceived manipulative intent, 361

HALSEY-EVANS
Halsey-Evans—Relocation of operations, 981
HASSLES AND UPLIFTS
Evaluating the nature of hassles and uplifts in the retail shopping context, 655
HEALTHCARE MARKETING
Modeling the impact of internet atmospherics on surfer behavior, 1632
HEDONIC VALUE
Relationship marketing and consumer switching behavior, 1681
HIERARCHY OF EMOTIONS
Emotions in consumer behavior: a hierarchical approach, 1437
HITS
Behavioral outcomes from online auctions: reserve price, reserve disclosure, and initial bidding influences in the decision process, 1409
HONG KONG
Relationship marketing orientation: scale development and cross-cultural validation, 185
HOTEL
Expansion strategy of international hotel firms, 1730
HR FUNCTION
Explanations from the marketing/human resources dyad for marketing strategy implementation effectiveness in service firms, 787
HUBRIS
Reporting goodwill: are the new accounting standards consistent with market valuations?, 1353
IKEA
Information technology at IKEA: an "open sesame" solution or just another type of facility?, 1251
IJV MOTIVATION
Knowledge acquisition, cost savings, and strategic positioning: effects on Sino-American IJV performance, 1465
IJV PERFORMANCE
Knowledge acquisition, cost savings, and strategic positioning: effects on Sino-American IJV performance, 1465
IMP INTERACTION MODEL
Measuring business-to-business professional service quality and its consequences, 1178
IMPLEMENTATION
Effects of quality management and marketing on organizational performance, 446
IMPLEMENTATION EFFECTIVENESS
Tactical implementation and Murphy's law: factors affecting the severity of problems, 1702
INCOME SMOOTHING
Determinants of signaling by banks through loan loss provisions, 312
INDIVIDUAL INVESTING
Financial services consumption behavior across Hispanic American consumers, 1089
INDUSTRIAL MARKETING AND PURCHASING (IMP) APPROACH
Network perspectives on interfirm conflict: reassessing a critical case in international business, 205
INDUSTRIAL MARKETS
Instrumental and interpersonal determinants of relationship satisfaction and commitment in industrial markets, 619
INDUSTRIAL NETWORKS
Building relationships for technological innovation, 1240
INDUSTRIAL SERVICES QUALITY
Trust and commitment influences on customer retention: insights from business-to-business services, 126
INFORMATION PROCESSING
An examination of the influences of store layout in online retailing, 1391
INFORMATION SYSTEMS
The intention to use computerized reservation systems: the moderating effects of organizational support and supplier incentive, 1552
INFORMATION-PROCESSING THEORY
Information-processing demands and the multinational enterprise: a comparison of foreign and domestic earnings estimates, 285
INFORMATION TECHNOLOGY
Information technology at IKEA: an "open sesame" solution or just another type of facility?, 1251
INNOVATION
Explaining consumer acceptance of handheld Internet devices, 553

INNOVATION DIFFUSION
The effects of country characteristics, cultural similarity and adoption timing on the diffusion of wireless communications, 107
INNOVATION ORIENTATION
Developing strategic orientation in China: antecedents and consequences of market and innovation orientations, 1049
INNOVATIVENESS
Are laterborns more innovative and nonconforming consumers than firstborns? A Darwinian perspective, 902
INSTITUTIONAL EMBEDDEDNESS
The plurality of institutional embeddedness as a source of organizational attention differences, 1543
INSTITUTIONAL OWNERSHIP
Institutional ownership and CEO compensation: a longitudinal examination, 1078
INSTITUTIONAL SHAREHOLDINGS
Earnings management, surplus free cash flow, and external monitoring, 766
INSTITUTIONAL THEORY
Understanding strategic responses to institutional pressures, 1205
INTELLECTUAL BATTLING
The evolution of qualitative research in consumer behavior, 341
INTELLECTUAL CYCLING
The evolution of qualitative research in consumer behavior, 341
INTERACTION EFFECT IN STRUCTURAL EQUATION MODEL
An integrated model of attitude and affect: Theoretical foundation and an empirical investigation, 483
INTERACTIVITY
Interactivity and vividness effects on social presence and involvement with a web-based advertisement, 387
INTERFIRM CONFLICT
Network perspectives on interfirm conflict: reassessing a critical case in international business, 205
INTERFUNCTIONAL ISSUES
Explanations from the marketing/human resources dyad for marketing strategy implementation effectiveness in service firms, 787
INTERNATIONAL ALLIANCES
Learning from experience in international alliances: antecedents and firm performance implications, 883
INTERNATIONAL BUSINESS
Threats to international operations: dealing with political risk at the firm level, 629
INTERNATIONAL BUSINESS ENVIRONMENT
Threats to international operations: dealing with political risk at the firm level, 629
INTERNATIONAL HUMAN RESOURCE MANAGEMENT
When are international managers a cost effective solution? The rationale of transaction cost economics applied to staffing decisions in MNCs, 1320
INTERNATIONAL JOINT VENTURE
Equity control and the survival of international joint ventures: a contingency approach, 736
INTERNATIONAL MANAGEMENT
Information-processing demands and the multinational enterprise: a comparison of foreign and domestic earnings estimates, 285
INTERNATIONAL MARKETING
Progress and promise: the last decade of international marketing research, 611
INTERNATIONAL OPERATIONS
What matters about internationalization: a market-based assessment, 636
INTERNATIONAL RETAILING
Internationalization in retailing: modeling the pattern of foreign market entry, 1672
INTERNATIONAL STRATEGY
Threats to international operations: dealing with political risk at the firm level, 629
INTERNATIONALISATION
Bridges over troubled water: suppliers as connective nodes in global supply networks, 1261
INTERNATIONALIZATION
Entrepreneurial firms in the context of China's transition economy: an integrative framework and empirical examination, 277
INTERNET
Teen internet mavens: influence in family decision making, 569
Information technology–enhanced pricing strategies: managerial and public policy implications, 1169
Modifying consumer search processes in enhanced on-line interfaces, 1299
Modeling the impact of internet atmospherics on surfer behavior, 1632
INTERNET LIFESTYLE
Segmenting Internet shoppers based on their Web-usage-related lifestyle: a cross-cultural validation, 79
INTERNET/WEB-ENABLED DATA COLLECTION
A field study comparing online and offline data collection methods for identifying product attribute preferences using conjoint analysis, 602
INTERNET SEGMENTATION
Segmenting Internet shoppers based on their Web-usage-related lifestyle: a cross-cultural validation, 79
INTERORGANIZATIONAL NETWORKS
Cooperation by design: structure and cooperation in interorganizational networks, 223
INVESTMENT
Good options, bad stock, 1006

INVESTMENT OPPORTUNITY SET
Determinants of signaling by banks through loan loss provisions, 312
INVESTMENT PORTFOLIO
Financial services consumption behavior across Hispanic American consumers, 1089
INVOLVEMENT
Interactivity and vividness effects on social presence and involvement with a web-based advertisement, 387

JACCARD COEFFICIENT CLUSTER ANALYSIS
Charity retailers in competition for merchandise: examining how consumers dispose of used goods, 819
JAPAN
The role of commitment in foreign–Japanese relationships: mediating performance for foreign sellers in Japan, 1009
Modeling the selection of fast-food franchises among Japanese consumers, 1121
JOB ATTITUDES
A study of organizational citizenship behaviors in a retail setting, 151
JOB CHARACTERISTICS MODEL
Motivating salesperson customer orientation: insights from the job characteristics model, 584
JOB FACET SATISFACTION
The effects of specific job satisfaction facets on customer perceptions of service quality: an employee-level analysis, 1330
JOB PERFORMANCE
The moderating effect of goal-setting characteristics on the sales control systems–job performance relationship, 1214
JOB SATISFACTION
Stressors and job outcomes in sales: a triphasic model versus a linear-quadratic-interactive model, 141
JOB STRESS
Stressors and job outcomes in sales: a triphasic model versus a linear-quadratic-interactive model, 141
JOURNALS
An examination of the relationship between research productivity in prestigious business journals and popular press business school rankings, 467
JUSTICE
The effects of control, trust, and justice on salesperson turnover, 241
How emotions mediate the effects of perceived justice on loyalty in service recovery situations: an empirical study, 664

KINSHIP RESPONSIBILITY
The effects of work–family conflict and family–work conflict on nonattendance behaviors, 919
KNOWLEDGE MANAGEMENT
The role of knowledge embeddedness in the creation of synergies in strategic alliances, 1194

LEADERSHIP STYLE
Subordinate–manager gender combination and perceived leadership style influence on emotions, self-esteem and organizational commitment, 115
LEARNING FROM EXPERIENCES
Learning from experience in international alliances: antecedents and firm performance implications, 883
LEARNING ORIENTATION
Learning from experience in international alliances: antecedents and firm performance implications, 883
Cultural determinants of customer- and learning-oriented value systems and their joint effects on firm performance, 1340
LEAVING WORK EARLY
The effects of work–family conflict and family–work conflict on nonattendance behaviors, 919
LEGAL ISSUES
An analysis of federal mail and wire fraud cases related to marketing, 910
LIFE SATISFACTION
Stressors and job outcomes in sales: a triphasic model versus a linear-quadratic-interactive model, 141
LINMAP
Determining the quality of conjoint analysis results using violation of a priori signs, 301
LITERATURE REVIEW
Progress and promise: the last decade of international marketing research, 611
LOAN LOSS PROVISION
Determinants of signaling by banks through loan loss provisions, 312
LOCATION
Location strategies of broad-line retailers: an empirical investigation, 687
LOW-INVOLVEMENT INFORMATION PROCESSING
Distinguishing between feelings and emotions in understanding communication effects, 1426
LOYALTY
The SERPVAL scale: a multi-item instrument for measuring service personal values, 1562
LUCK
The role of affective expectations in memory for a service encounter, 1419

MACROECONOMIC FACTORS
The response of real estate investment trust returns to macroeconomic shocks, 293

MAIL FRAUD
An analysis of federal mail and wire fraud cases related to marketing, 910
MAIL QUESTIONNAIRES
Prospective respondent integrity behavior in replying to direct mail questionnaires: a contributor in overestimating nonresponse rates, 260
MALL ENVIRONMENT
Mall atmospherics: the interaction effects of the mall environment on shopping behavior, 576
MANAGEMENT CONTRACTS
Expansion strategy of international hotel firms, 1730
MANAGERS
Self-selection or socialization of public- and private-sector managers? A cross-cultural values analysis, 111
MANIPULATION
Enhancing or disrupting guilt: the role of ad credibility and perceived manipulative intent, 361
MANUFACTURING PROCESS
Analog Devices, Inc., 967
MARKET DYNAMICS
On the sociocognitive dynamics between categories and product models in mature markets, 62
MARKET MAVENS
Teen internet mavens: influence in family decision making, 569
MARKET ORIENTATION
A conceptual and empirical comparison of three market orientation scales, 1
Just entrepreneurial enough: the moderating effect of entrepreneurship on the relationship between market orientation and performance, 9
The relationship between market-oriented activities and market-oriented culture: implications for the development of market orientation in nonprofit service organizations, 854
Developing strategic orientation in China: antecedents and consequences of market and innovation orientations, 1049
Market orientation in a multiple stakeholder orientation context: implications for marketing capabilities and assets, 1483
MARKET SHARE
Spatial competitive interaction of retail store formats: modeling proposal and empirical results, 457
MARKET TESTING
The nose knows: new product development at Yankee Candle Company, 989
MARKET VALUATIONS
What matters about internationalization: a market-based assessment, 636
MARKETING
Corporate sponsorship of a cause: the role of identification in purchase intent, 268
Effects of quality management and marketing on organizational performance, 446
Measuring nonprofit marketing strategy performance: the case of museum stores, 829
Marketing as an engine of business growth: a cross-functional perspective, 863
An analysis of federal mail and wire fraud cases related to marketing, 910
MARKETING CAPABILITIES AND ASSETS
Market orientation in a multiple stakeholder orientation context: implications for marketing capabilities and assets, 1483
MARKETING EDUCATION
Changes in college student composition and implications for marketing education: revisiting predictors of academic success, 321
MARKETING FUNCTION
Explanations from the marketing/human resources dyad for marketing strategy implementation effectiveness in service firms, 787
MARKETING MANAGEMENT
How can a shareholder value approach improve marketing's strategic influence?, 414
The relationship between market-oriented activities and market-oriented culture: implications for the development of market orientation in nonprofit service organizations, 854
MARKETING METRICS
How can a shareholder value approach improve marketing's strategic influence?, 414
MARKETING ORGANISATION
The nonprofit marketing landscape: guest editors' introduction to a special section, 797
MARKETING ORGANIZATION
Explanations from the marketing/human resources dyad for marketing strategy implementation effectiveness in service firms, 787
MARKETING RESOURCES
The performance impact of marketing resources, 18
MARKETING STRATEGY
How can a shareholder value approach improve marketing's strategic influence?, 414
Explanations from the marketing/human resources dyad for marketing strategy implementation effectiveness in service firms, 787
A preliminary test of Hunt's General Theory of Competition: using artificial adaptive agents to study complex and ill-defined environments, 1155
MARKETING–FINANCE INTERFACE
How can a shareholder value approach improve marketing's strategic influence?, 414
MATHEMATICAL MODELS
Modeling privatization as a firm strategy in transition economies, 37
M-COMMERCE
Explaining consumer acceptance of handheld Internet devices, 553

MEANS END CHAIN APPROACH
The SERPVAL scale: a multi-item instrument for measuring service personal values, 1562
MEASUREMENT
Organizational learning capability: a proposal of measurement, 715
The SERPVAL scale: a multi-item instrument for measuring service personal values, 1562
MEMORY
The role of affective expectations in memory for a service encounter, 1419
MERCHANDISING
Charity retailers in competition for merchandise: examining how consumers dispose of used goods, 819
META-ANALYSIS
A meta-analysis of the relationship between organizational commitment and salesperson job performance: 25 years of research, 705
METAPHOR
Researching cultural metaphors in action: metaphors of computing technology in contemporary U.S. life, 1456
METHOD
Progress and promise: the last decade of international marketing research, 611
MIDDLE CLASS
Consumers during crisis: responses from the middle class in Argentina, 1100
MILES AND SNOW TYPOLOGY
Balancing exploration and exploitation: The moderating role of competitive intensity, 1652
MINORITY CONSUMERS
Minority response to ethnically similar models in advertisements: an application of accommodation theory, 1573
MODEL
Modeling the impact of internet atmospherics on surfer behavior, 1632
MODEL DYNAMICS
The entrepreneur's business model: toward a unified perspective, 726
MODELING
A model of consumer web navigational behavior: conceptual development and application, 1019
MOOD
Purchase occasion influence on the role of music in advertising, 369
MORAL PHILOSOPHY
Consumers' moral philosophies: identifying the idealist and the relativist, 1690
MOTIVATION
Reassessing the pleasures of store shopping, 250
MOTORCYCLE INDUSTRY
On the sociocognitive dynamics between categories and product models in mature markets, 62
MULTIATTRIBUTE MODEL
An integrated model of attitude and affect: Theoretical foundation and an empirical investigation, 483
MULTI-CHANNEL RETAIL STRATEGY
Consumer derived utilitarian value and channel utilization in a multi-channel retail context, 1643
MULTINATIONAL ENTERPRISE
Information-processing demands and the multinational enterprise: a comparison of foreign and domestic earnings estimates, 285
MULTINATIONALITY
What matters about internationalization: a market-based assessment, 636
MULTINOMIAL LOGIT MODEL
Entry modes of foreign direct investment in China: a multinomial logit approach, 1495
MULTIPLE STAKEHOLDER ORIENTATION PROFILE
Market orientation in a multiple stakeholder orientation context: implications for marketing capabilities and assets, 1483
MULTIPLE-MEDIA CAMPAIGN
Separate and joint effects of medium type on consumer responses: a comparison of television, print, and the Internet, 377
MUSEUM
Measuring nonprofit marketing strategy performance: the case of museum stores, 829
MUSIC
Purchase occasion influence on the role of music in advertising, 369
It's beginning to smell (and sound) a lot like Christmas: the interactive effects of ambient scent and music in a retail setting, 1583

NAFTA
NAFTA effects and the level of development, 1741
NAME CREATION
Creating brand identity: a study of evaluation of new brand names, 1506
NAME TESTING
Creating brand identity: a study of evaluation of new brand names, 1506
NATURAL ENVIRONMENT
Understanding strategic responses to institutional pressures, 1205
NATURAL ENVIRONMENTAL ORIENTATION
Challenges of the "green imperative": a natural resource-based approach to the environmental orientation–business performance relationship, 430
NEED FOR COGNITION
Market signals and relative preference: the moderating effects of conflicting information, decision focus, and need for cognition, 1362
NEGOTIATION STRATEGIES
The evolution of governance mechanisms and negotiation strategies in fixed-duration interfirm relationships, 1226

NET PRESENT VALUE (NPV) OF FUTURE CASH FLOW
How can a shareholder value approach improve marketing's strategic influence?, 414
NETNOGRAPHY
Exploring cross-cultural ambivalence: a netnography of intercultural wedding message boards, 89
NETWORK CONTEXT
Using case methods in the study of contemporary business networks, 1285
NETWORK IDENTITY
Self-perceived strategic network identity and its effects on market performance in alliance relationships, 1371
NETWORK MANAGEMENT
Strategic business nets—their type and management, 1274
NETWORKS
Bridges over troubled water: suppliers as connective nodes in global supply networks, 1261
NEWSGROUP
Newsgroup participants as opinion leaders and seekers in online and offline communication environments, 1186
NONPROFIT
Corporate sponsorship of a cause: the role of identification in purchase intent, 268
Measuring nonprofit marketing strategy performance: the case of museum stores, 829
NONPROFIT MARKETING
The nonprofit marketing landscape: guest editors' introduction to a special section, 797
NONPROFIT ORGANIZATIONS
Developing and validating a multidimensional nonprofit brand orientation scale, 841
The relationship between market-oriented activities and market-oriented culture: implications for the development of market orientation in nonprofit service organizations, 854
NONRESPONSE RATES
Prospective respondent integrity behavior in replying to direct mail questionnaires: a contributor in overestimating nonresponse rates, 260

OLS
Determining the quality of conjoint analysis results using violation of a priori signs, 301
OMNIVORE EFFECT
Four characters on the stage playing three games: performing arts consumption in Spain, 1446
ONLINE
Behavioral outcomes from online auctions: reserve price, reserve disclosure, and initial bidding influences in the decision process, 1409
ONLINE AUCTIONS
Exploring the WOW in online-auction feedback, 1609
ON-LINE CONSUMER BEHAVIOR
Modifying consumer search processes in enhanced on-line interfaces, 1299
ON-LINE INTERFACE
Modifying consumer search processes in enhanced on-line interfaces, 1299
ONLINE RETAILING
An examination of the influences of store layout in online retailing, 1391
ONLINE SHOPPING
Consumers' decision-making process and their online shopping behavior: a clickstream analysis, 1599
ONLINE SPECIALISTS
Market share, profit margin, and marketing efficiency of early movers, bricks and clicks, and specialists in e-commerce, 1030
OPERATIONS
Halsey-Evans—Relocation of operations, 981
OPINION LEADERSHIP
The dynamics of voter behavior and influence processes in electoral markets: a consumer behavior perspective, 406
OPINION LEADING
Newsgroup participants as opinion leaders and seekers in online and offline communication environments, 1186
OPINION SEEKING
Newsgroup participants as opinion leaders and seekers in online and offline communication environments, 1186
OPTIMISM
Subordinate–manager gender combination and perceived leadership style influence on emotions, self-esteem and organizational commitment, 115
ORGANIZATION CHANGE
Organizational capacity for change and environmental performance: an empirical assessment of Bulgarian firms, 893
ORGANIZATIONAL ATTENTION
The plurality of institutional embeddedness as a source of organizational attention differences, 1543
ORGANIZATIONAL BUYER BEHAVIOR
Reducing buyer decision-making uncertainty in organizational purchasing: can supplier trust, commitment, and dependence help?, 397
ORGANIZATIONAL BUYERS
Examining customer value perceptions of organizational buyers when sourcing from multiple vendors, 559
ORGANIZATIONAL CAPABILITY
Organizational capacity for change and environmental performance: an empirical assessment of Bulgarian firms, 893
ORGANIZATIONAL CITIZENSHIP BEHAVIORS
A study of organizational citizenship behaviors in a retail setting, 151

ORGANIZATIONAL COMMITMENT
Subordinate–manager gender combination and perceived leadership style influence on emotions, self-esteem and organizational commitment, 115
A meta-analysis of the relationship between organizational commitment and salesperson job performance: 25 years of research, 705
ORGANIZATIONAL HETEROGENEITY
The plurality of institutional embeddedness as a source of organizational attention differences, 1543
ORGANIZATIONAL LEARNING
Organizational learning capability: a proposal of measurement, 715
Learning from experience in international alliances: antecedents and firm performance implications, 883
ORGANIZATIONAL PERFORMANCE
Just entrepreneurial enough: the moderating effect of entrepreneurship on the relationship between market orientation and performance, 9
ORGANIZATIONAL SUPPORT
The intention to use computerized reservation systems: the moderating effects of organizational support and supplier incentive, 1552
ORGANIZATIONAL TRUST
Is collectivism a liability? The impact of culture on organizational trust and customer orientation: a seven-nation study, 96
ORGANIZATION-BASED SELF-ESTEEM
Subordinate–manager gender combination and perceived leadership style influence on emotions, self-esteem and organizational commitment, 115

PERCEIVED EASE OF USE OF TECHNOLOGY
Sales force use of technology: antecedents to technology acceptance, 1623
PERCEIVED USEFULNESS OF TECHNOLOGY
Sales force use of technology: antecedents to technology acceptance, 1623
PERFORMANCE
Stressors and job outcomes in sales: a triphasic model versus a linear-quadratic-interactive model, 141
Entrepreneurial firms in the context of China's transition economy: an integrative framework and empirical examination, 277
Effects of quality management and marketing on organizational performance, 446
Measuring nonprofit marketing strategy performance: the case of museum stores, 829
A few good women—on top management teams, 1712
PERFORMANCE EFFECT
The performance effect of computer-mediated communication and decentralized strategic decision making, 1059
PERSONAL FINANCE
Financial services consumption behavior across Hispanic American consumers, 1089
PERFORMING ARTS
Four characters on the stage playing three games: performing arts consumption in Spain, 1446
PERIPHERAL INFORMATION PROCESSING
Distinguishing between feelings and emotions in understanding communication effects, 1426
PERSONAL VALUES
The SERPVAL scale: a multi-item instrument for measuring service personal values, 1562
PERSONALITY
Are laterborns more innovative and nonconforming consumers than firstborns? A Darwinian perspective, 902
PERSONALITY CONGRUENCE
$A_b$ components' impact on brand preference, 508
PERVASIVE UNCERTAINTY
The role of routines in reducing pervasive uncertainty, 746
PHARMACEUTICAL MARKETING
A model of consumer web navigational behavior: conceptual development and application, 1019
PHOTOGRAPHY
Customer value and autoethnography: subjective personal introspection and the meanings of a photograph collection, 45
PLEASURE
Situational influences on consumers' attitudes and behavior, 518
PLAYSTATION2
The United States launch of the Sony PlayStation2, 995
POLITICAL RISK
Threats to international operations: dealing with political risk at the firm level, 629
POLITICAL STRATEGY
Threats to international operations: dealing with political risk at the firm level, 629
PORTFOLIO COMPOSITION
Financial services consumption behavior across Hispanic American consumers, 1089
POSITIVE AND NEGATIVE AFFECT
Emotions in consumer behavior: a hierarchical approach, 1437
POWER
Network perspectives on interfirm conflict: reassessing a critical case in international business, 205
POWER DISTANCE
Cultural determinants of customer- and learning-oriented value systems and their joint effects on firm performance, 1340
PREFERENCE
Determining the quality of conjoint analysis results using violation of a priori signs, 301
$A_b$ components' impact on brand preference, 508
PREFERENCE INTENSITY
Children's influence in purchase decisions: a social power theory approach, 593

PRICING STRATEGIES
Information technology–enhanced pricing strategies: managerial and public policy implications, 1169
PRIVATIZATION STRATEGIES
Modeling privatization as a firm strategy in transition economies, 37
PROBLEM AVOIDANCE
Tactical implementation and Murphy's law: factors affecting the severity of problems, 1702
PROBLEM SENSING
Tactical implementation and Murphy's law: factors affecting the severity of problems, 1702
PROCESS RESEARCH
Using case methods in the study of contemporary business networks, 1285
PRODUCT DEVELOPMENT
A field study comparing online and offline data collection methods for identifying product attribute preferences using conjoint analysis, 602
The nose knows: new product development at Yankee Candle Company, 989
The United States launch of the Sony PlayStation2, 995
PRODUCT MARKET EVOLUTION
On the sociocognitive dynamics between categories and product models in mature markets, 62
PRODUCTIVITY
An examination of the relationship between research productivity in prestigious business journals and popular press business school rankings, 467
Benchmarking marketing productivity using data envelopment analysis, 1474
PROMOTION
Corporate sponsorship of a cause: the role of identification in purchase intent, 268
The Promotion Affect Scale: Defining the Affective Dimensions of Promotion, 543
PROMOTION AFFECT SCALE
The Promotion Affect Scale: Defining the Affective Dimensions of Promotion, 543
PROSPECTIVE RESPONDENT INTEGRITY BEHAVIOR
Prospective respondent integrity behavior in replying to direct mail questionnaires: a contributor in overestimating nonresponse rates, 260
PROXIMITY
Location strategies of broad-line retailers: an empirical investigation, 687
PSYCHOLOGICAL DISTANCE
Emotional intensity as a function of psychological distance and cultural orientation, 533
PUBLIC POLICY
Information technology–enhanced pricing strategies: managerial and public policy implications, 1169
Understanding strategic responses to institutional pressures, 1205
PUBLIC SECTOR
Competitive advantage in public-sector organizations: explaining the public good/sustainable competitive advantage paradox, 232
PURCHASE DECISION
Children's influence in purchase decisions: a social power theory approach, 593
PURCHASE SITUATION
The influence of purchase situation on buying center structure and involvement: a select meta-analysis of organizational buying behavior research, 1381

QUALITATIVE RESEARCH
The evolution of qualitative research in consumer behavior, 341
QUALITY
Advertising repetition and quality perception, 354
Effects of quality management and marketing on organizational performance, 446
QUALITY SIGNALS
Market signals and relative preference: the moderating effects of conflicting information, decision focus, and need for cognition, 1362
QUICK SERVICE RESTAURANTS
Modeling the selection of fast-food franchises among Japanese consumers, 1121

RACE
Predictors of self-efficacy for cognitive ability employment testing, 160
RACIAL DIFFERENCE
Financial services consumption behavior across Hispanic American consumers, 1089
RANKINGS
An examination of the relationship between research productivity in prestigious business journals and popular press business school rankings, 467
REAL ESTATE
The response of real estate investment trust returns to macroeconomic shocks, 293
REGULATORY FOCUS
Market signals and relative preference: the moderating effects of conflicting information, decision focus, and need for cognition, 1362
RELATIONAL BONDS
Relationship marketing and consumer switching behavior, 1681
RELATIONAL COMPETENCY
Relational competency's role in Southeast Asia business partnerships, 173
RELATIONAL TIME
Using case methods in the study of contemporary business networks, 1285

RELATIONSHIP DEVELOPMENT
The evolution of governance mechanisms and negotiation strategies in fixed-duration interfirm relationships, 1226
The dynamics of buyers' perceived costs during a relationship development process: an empirical assessment, 1662
RELATIONSHIP MARKETING
Trust and commitment influences on customer retention: insights from business-to-business services, 126
Positive and negative consequences of a relationship manager strategy: New Zealand banks and their small business customers, 195
The RELQUAL scale: a measure of relationship quality in export market ventures, 1040
Self-perceived strategic network identity and its effects on market performance in alliance relationships, 1371
The dynamics of buyers' perceived costs during a relationship development process: an empirical assessment, 1662
Relationship marketing and consumer switching behavior, 1681
RELATIONSHIP MARKETING
Relationship marketing in the not-for-profit sector: an extension and application of the commitment–trust theory, 806
RELATIONSHIP MARKETING ORIENTATION
Relationship marketing orientation: scale development and cross-cultural validation, 185
RELATIONSHIP OUTCOMES
Relationship outcomes of perceived ethical sales behavior: the customer's perspective, 439
RELATIONSHIP PERFORMANCE
A collaborative interest model of relational coordination and empirical results, 214
RELATIONSHIP QUALITY
The RELQUAL scale: a measure of relationship quality in export market ventures, 1040
RELATIONSHIP SATISFACTION
Instrumental and interpersonal determinants of relationship satisfaction and commitment in industrial markets, 619
RELATIONSHIPS
Building relationships for technological innovation, 1240
RELATIVISM
Consumers' moral philosophies: identifying the idealist and the relativist, 1690
RELOCATION
Halsey-Evans—Relocation of operations, 981
REPEATED-MEASURES DESIGN
Market share, profit margin, and marketing efficiency of early movers, bricks and clicks, and specialists in e-commerce, 1030
REPURCHASE INTENT
The SERPVAL scale: a multi-item instrument for measuring service personal values, 1562
RESEARCH METHODOLOGY
A field study comparing online and offline data collection methods for identifying product attribute preferences using conjoint analysis, 602
RESERVE BIDDING
Behavioral outcomes from online auctions: reserve price, reserve disclosure, and initial bidding influences in the decision process, 1409
RESOURCE MANAGEMENT
Strategies and resources: Pathways to success?, 1721
RESOURCE-BASED VIEW
Competitive advantage in public-sector organizations: explaining the public good/sustainable competitive advantage paradox, 232
Challenges of the "green imperative": a natural resource-based approach to the environmental orientation–business performance relationship, 430
Strategies and resources: Pathways to success?, 1721
RESOURCE-BASED PERSPECTIVE
Organizational capacity for change and environmental performance: an empirical assessment of Bulgarian firms, 893
RESOURCES
Information technology at IKEA: an "open sesame" solution or just another type of facility?, 1251
RESPONSE ACCURACY
The impact of the number of scale points, dispositional factors, and the status quo decision heuristic on scale reliability and response accuracy, 1516
RESPONSE ALTERNATIVES
The impact of the number of scale points, dispositional factors, and the status quo decision heuristic on scale reliability and response accuracy, 1516
RESPONSE CONSTRUCTION
Response construction in consumer behavior research, 348
RETAIL
A study of organizational citizenship behaviors in a retail setting, 151
Measuring nonprofit marketing strategy performance: the case of museum stores, 829
RETAIL BUYERS
An analysis of turnover among retail buyers, 874
RETAIL CRODING
Perceived retail crowding and shopping satisfaction: the role of shopping values, 1146
RETAIL SHOPPING
Evaluating the nature of hassles and uplifts in the retail shopping context, 655
RETAIL STRATEGY TYPES
Towards a confirmatory model of retail strategy types: an empirical test of miles and snow, 696
RETAILING
Reassessing the pleasures of store shopping, 250
REWARDS
An analysis of turnover among retail buyers, 874

RISK
The role of routines in reducing pervasive uncertainty, 746
RISK MANAGEMENT
Threats to international operations: dealing with political risk at the firm level, 629
Analog Devices, Inc., 967
ROLE STRESSOR
Stressors and job outcomes in sales: a triphasic model versus a linear-quadratic-interactive model, 141
ROUTINES
The role of routines in reducing pervasive uncertainty, 746

SALES CONTROL SYSTEMS
The moderating effect of goal-setting characteristics on the sales control systems–job performance relationship, 1214
SALES FORCE
The effects of control, trust, and justice on salesperson turnover, 241
Sales force use of technology: antecedents to technology acceptance, 1623
SALESPEOPLE
Motivating salesperson customer orientation: insights from the job characteristics model, 584
SALESPERSON JOB PERFORMANCE
A meta-analysis of the relationship between organizational commitment and salesperson job performance: 25 years of research, 705
SALESPERSON–CUSTOMER INTERACTION
Relationship outcomes of perceived ethical sales behavior: the customer's perspective, 439
SATISFACTION
The SERPVAL scale: a multi-item instrument for measuring service personal values, 1562
SCALE COMPARISON
A conceptual and empirical comparison of three market orientation scales, 1
SCALE DEVELOPMENT
Relationship marketing orientation: scale development and cross-cultural validation, 185
Developing and validating a multidimensional nonprofit brand orientation scale, 841
SCALE POINTS
The impact of the number of scale points, dispositional factors, and the status quo decision heuristic on scale reliability and response accuracy, 1516
SCALE RELIABILITY
The impact of the number of scale points, dispositional factors, and the status quo decision heuristic on scale reliability and response accuracy, 1516
SCALE VALIDATION
Segmenting Internet shoppers based on their Web-usage-related lifestyle: a cross-cultural validation, 79
SECONDHAND MARKETS
Charity retailers in competition for merchandise: examining how consumers dispose of used goods, 819
SEEMINGLY UNRELATED REGRESSION
Strategies and resources: Pathways to success?, 1721
SELF-EFFICACY
Predictors of self-efficacy for cognitive ability employment testing, 160
SELF-FULFILLING PROPHECIES
Trust as sensemaking: the microdynamics of trust in interfirm alliances, 330
SELF-SELECTION
Self-selection or socialization of public- and private-sector managers? A cross-cultural values analysis, 111
SENSEMAKING
On the sociocognitive dynamics between categories and product models in mature markets, 62
Trust as sensemaking: the microdynamics of trust in interfirm alliances, 330
SERPVAL
The SERPVAL scale: a multi-item instrument for measuring service personal values, 1562
SERVICE ORGANIZATION
The intention to use computerized reservation systems: the moderating effects of organizational support and supplier incentive, 1552
SERVICE QUALITY
Measuring business-to-business professional service quality and its consequences, 1178
The effects of specific job satisfaction facets on customer perceptions of service quality: an employee-level analysis, 1330
SERVICE RECOVERY
How emotions mediate the effects of perceived justice on loyalty in service recovery situations: an empirical study, 664
SERVICE RELATIONSHIPS
Cognitive and affective trust in service relationships, 500
SERVICES MANAGEMENT
The effects of specific job satisfaction facets on customer perceptions of service quality: an employee-level analysis, 1330
SERVICES MARKETING
The SERPVAL scale: a multi-item instrument for measuring service personal values, 1562
SERVQUAL
The SERPVAL scale: a multi-item instrument for measuring service personal values, 1562
SFAS 142
Reporting goodwill: are the new accounting standards consistent with market valuations?, 1353
SHARED KNOWLEDGE STRUCTURES
On the sociocognitive dynamics between categories and product models in mature markets, 62

SHAREHOLDER VALUE
How can a shareholder value approach improve marketing's strategic influence?, 414
SHOPPING
Reassessing the pleasures of store shopping, 250
Customer delight in a retail context: investigating delightful and terrible shopping experiences, 1132
SHOPPING BEHAVIOR
Mall atmospherics: the interaction effects of the mall environment on shopping behavior, 576
SHOPPING BEHAVIORS
An empirical investigation of Web site characteristics, consumer emotional states and on-line shopping behaviors, 526
SHOPPING SATISFACTION
Perceived retail crowding and shopping satisfaction: the role of shopping values, 1146
SHOPPING VALUES
Perceived retail crowding and shopping satisfaction: the role of shopping values, 1146
Lost in a mall, the effects of gender, familiarity with the shopping mall and the shopping values on shoppers' wayfinding processes, 1590
SIGN VIOLATION
Determining the quality of conjoint analysis results using violation of a priori signs, 301
SIGNALING
Determinants of signaling by banks through loan loss provisions, 312
SIMULATION
Determining the quality of conjoint analysis results using violation of a priori signs, 301
A simulation study to investigate the use of cutoff values for assessing model fit in covariance structure models, 935
SINGLE-MEDIUM CAMPAIGN
Separate and joint effects of medium type on consumer responses: a comparison of television, print, and the Internet, 377
SITUATIONAL INFLUENCE
Purchase occasion influence on the role of music in advertising, 369
SMALL BUSINESS
Exits and expectations: why disappointed franchisees leave, 1534
SMALL BUSINESSES AND BANKING
Positive and negative consequences of a relationship manager strategy: New Zealand banks and their small business customers, 195
SOCIAL AND ARTS ORGANISATIONS
The nonprofit marketing landscape: guest editors' introduction to a special section, 797
SOCIAL LEARNING THEORY
A social learning theory of cross-functional case education, 960
SOCIAL NETWORKS
The plurality of institutional embeddedness as a source of organizational attention differences, 1543
SOCIAL POWER THEORY
Children's influence in purchase decisions: a social power theory approach, 593
SOCIAL PRESENCE
Interactivity and vividness effects on social presence and involvement with a web-based advertisement, 387
SOCIAL WELFARE
Information technology–enhanced pricing strategies: managerial and public policy implications, 1169
SOCIALIZATION
Self-selection or socialization of public- and private-sector managers? A cross-cultural values analysis, 111
SOCIOCOGNITIVE PROCESSES
On the sociocognitive dynamics between categories and product models in mature markets, 62
SOCIO-LINGUISTIC ACCOMMODATION THEORY
Minority response to ethnically similar models in advertisements: an application of accommodation theory, 1573
SOCIOLOGY OF CONSUMPTION
Four characters on the stage playing three games: performing arts consumption in Spain, 1446
SOCIOTECHNICAL SYSTEMS
Relationships among geographic dispersion, team processes, and effectiveness in software development work teams, 758
SOFTWARE DEVELOPMENT
Relationships among geographic dispersion, team processes, and effectiveness in software development work teams, 758
SONY
The United States launch of the Sony PlayStation2, 995
SOUTHEAST ASIA
Relational competency's role in Southeast Asia business partnerships, 173
SPATIAL COVERAGE
Spatial competitive interaction of retail store formats: modeling proposal and empirical results, 457
SPATIAL-INTERACTION MODEL
Internationalization in retailing: modeling the pattern of foreign market entry, 1672
SPECIALIST
Specialist or generalist: Views from academia and industry, 946
SPECIFIC EMOTIONS
Emotions in consumer behavior: a hierarchical approach, 1437
SPENDING
Advertising repetition and quality perception, 354
SPONSORSHIP
Building contemporary brands: a sponsorship-based strategy, 1068

STATUS QUO HEURISTIC
The impact of the number of scale points, dispositional factors, and the status quo decision heuristic on scale reliability and response accuracy, 1516
STAYERS
Relationship marketing and consumer switching behavior, 1681
STOCHASTIC FRONTIER ANALYSIS
Assessing advertising media spending inefficiencies in generating sales, 28
STOCK OPTION
Good options, bad stock, 1006
STORE FORMAT
Spatial competitive interaction of retail store formats: modeling proposal and empirical results, 457
STORE IMAGE
Recapturing store image in customer-based store equity: a construct conceptualization, 1112
STORE LAYOUT
An examination of the influences of store layout in online retailing, 1391
STRATEGIC ALLIANCES
Trust as sensemaking: the microdynamics of trust in interfirm alliances, 330
The role of knowledge embeddedness in the creation of synergies in strategic alliances, 1194
STRATEGIC CAPABILITY
Organizational learning capability: a proposal of measurement, 715
STRATEGIC FIT
Performance implications of strategic fit between alliance attributes and alliance forms, 1525
STRATEGIC NETWORKS
Strategic business nets—their type and management, 1274
STRATEGIC RESPONSES
Understanding strategic responses to institutional pressures, 1205
STRATEGY
The entrepreneur's business model: toward a unified perspective, 726
Measuring nonprofit marketing strategy performance: the case of museum stores, 829
The performance effect of computer-mediated communication and decentralized strategic decision making, 1059
STRATEGY IMPLEMENTATION
Explanations from the marketing/human resources dyad for marketing strategy implementation effectiveness in service firms, 787
STRUCTURAL EQUATIONS
Modeling the impact of internet atmospherics on surfer behavior, 1632
STRUCTURE
Cooperation by design: structure and cooperation in interorganizational networks, 223
STRUCTURAL EQUATION MODELING
A procedure for eliminating additive bias from cross-cultural survey data, 72
STRUCTURAL EQUATION MODELING
A simulation study to investigate the use of cutoff values for assessing model fit in covariance structure models, 935
SUBCONTRACTING
Bridges over troubled water: suppliers as connective nodes in global supply networks, 1261
SUBJECTIVE PERSONAL INTROSPECTION
Customer value and autoethnography: subjective personal introspection and the meanings of a photograph collection, 45
SUPPLIER INCENTIVE
The intention to use computerized reservation systems: the moderating effects of organizational support and supplier incentive, 1552
SUPPLIERS
Examining customer value perceptions of organizational buyers when sourcing from multiple vendors, 559
SUPPLY CHAIN MANAGEMENT
Bridges over troubled water: suppliers as connective nodes in global supply networks, 1261
SURPLUS FREE CASH FLOW
Earnings management, surplus free cash flow, and external monitoring, 766
SUSTAINABLE COMPETITIVE ADVANTAGE
Competitive advantage in public-sector organizations: explaining the public good/sustainable competitive advantage paradox, 232
SWITCHERS
Relationship marketing and consumer switching behavior, 1681
SWITCHING COSTS
The role of commitment in foreign–Japanese relationships: mediating performance for foreign sellers in Japan, 1009
SYMBOLIC ROLES
Four characters on the stage playing three games: performing arts consumption in Spain, 1446
SYNERGY
The role of knowledge embeddedness in the creation of synergies in strategic alliances, 1194

TACTICAL IMPLEMENTATION
Tactical implementation and Murphy's law: factors affecting the severity of problems, 1702
TAM
Explaining consumer acceptance of handheld Internet devices, 553
TARDINESS
The effects of work–family conflict and family–work conflict on nonattendance behaviors, 919

TAXABLE INCOME
Good options, bad stock, 1006
TCE
Expansion strategy of international hotel firms, 1730
TEAM DESIGN
Relationships among geographic dispersion, team processes, and effectiveness in software development work teams, 758
TEAMWORK
Specialist or generalist: Views from academia and industry, 946
TECHNOLOGICAL INNOVATION
Building relationships for technological innovation, 1240
TECHNOLOGY
Cisco's first glitch, 1003
Information technology–enhanced pricing strategies: managerial and public policy implications, 1169
The effects of perceived technological incongruence on perceptions of fit between countries, products, and attributes, 1310
TECHNOLOGY ACCEPTANCE
Sales force use of technology: antecedents to technology acceptance, 1623
TECHNOLOGY ACCEPTANCE MODEL
An examination of the influences of store layout in online retailing, 1391
TECHNOLOGY ADOPTION
Explaining consumer acceptance of handheld Internet devices, 553
TECHNOLOGY INNOVATION
The intention to use computerized reservation systems: the moderating effects of organizational support and supplier incentive, 1552
TEEN INFLUENCE
Teen internet mavens: influence in family decision making, 569
THEORY
Progress and promise: the last decade of international marketing research, 611
THEORY OF REASONED ACTION
Sales force use of technology: antecedents to technology acceptance, 1623
TOP MANAGEMENT TEAMS
A few good women—on top management teams, 1712
TRADE
NAFTA effects and the level of development, 1741
TRANSACTION COST ECONOMICS
When are international managers a cost effective solution? The rationale of transaction cost economics applied to staffing decisions in MNCs, 1320
TRANSACTION SPECIFIC INVESTMENTS
The role of commitment in foreign–Japanese relationships: mediating performance for foreign sellers in Japan, 1009
TRANSITION ECONOMIES
Modeling privatization as a firm strategy in transition economies, 37
TRANSITIONAL ECONOMY
Developing strategic orientation in China: antecedents and consequences of market and innovation orientations, 1049
TRUST
Is collectivism a liability? The impact of culture on organizational trust and customer orientation: a seven-nation study, 96
Trust and commitment influences on customer retention: insights from business-to-business services, 126
The effects of control, trust, and justice on salesperson turnover, 241
Trust as sensemaking: the microdynamics of trust in interfirm alliances, 330
Reducing buyer decision-making uncertainty in organizational purchasing: can supplier trust, commitment, and dependence help?, 397
Cognitive and affective trust in service relationships, 500
Relationship marketing in the not-for-profit sector: an extension and application of the commitment–trust theory, 806
The role of commitment in foreign–Japanese relationships: mediating performance for foreign sellers in Japan, 1009
TURNOVER
The effects of control, trust, and justice on salesperson turnover, 241
An analysis of turnover among retail buyers, 874

UK COMPANIES
Internationalization in retailing: modeling the pattern of foreign market entry, 1672
UNCERTAINTY
The role of routines in reducing pervasive uncertainty, 746
The role of affective expectations in memory for a service encounter, 1419
UNPLEASANTNESS AND PLEASANTNESS
Evaluating the nature of hassles and uplifts in the retail shopping context, 655
UTILITARIAN VALUE
Relationship marketing and consumer switching behavior, 1681
UTILITARIAN VALUES
Consumer derived utilitarian value and channel utilization in a multi-channel retail context, 1643

VALUE PROPOSITION
Marketing as an engine of business growth: a cross-functional perspective, 863

VALUES
Self-selection or socialization of public- and private-sector managers? A cross-cultural values analysis, 111
VECTOR AUTOREGRESSION
The response of real estate investment trust returns to macroeconomic shocks, 293
VIRTUAL REALITY
Modifying consumer search processes in enhanced on-line interfaces, 1299
VIRTUAL WORK TEAMS
Relationships among geographic dispersion, team processes, and effectiveness in software development work teams, 758
VIVIDNESS
Interactivity and vividness effects on social presence and involvement with a web-based advertisement, 387
VOTER BEHAVIOR
The dynamics of voter behavior and influence processes in electoral markets: a consumer behavior perspective, 406

WAYFINDING
Lost in a mall, the effects of gender, familiarity with the shopping mall and the shopping values on shoppers' way finding processes, 1590
WEB
Interactivity and vividness effects on social presence and involvement with a web-based advertisement, 387
Behavioral outcomes from online auctions: reserve price, reserve disclosure, and initial bidding influences in the decision process, 1409
WEB COMMUNITY
Exploring cross-cultural ambivalence: a netnography of intercultural wedding message boards, 89
WEB NAVIGATION
A model of consumer web navigational behavior: conceptual development and application, 1019
WEB SITE CHARACTERISTICS
An empirical investigation of Web site characteristics, consumer emotional states and on-line shopping behaviors, 526
WEBSITE
Consumers' decision-making process and their online shopping behavior: a clickstream analysis, 1599
WEDDINGS
Exploring cross-cultural ambivalence: a netnography of intercultural wedding message boards, 89
WIRE FRAUD
An analysis of federal mail and wire fraud cases related to marketing, 910
WIRELESS
Explaining consumer acceptance of handheld Internet devices, 553
WOMEN
A few good women—on top management teams, 1712
WORD-OF-WEB
Exploring the WOW in online-auction feedback, 1609
WORK–FAMILY CONFLICT
Stressors and job outcomes in sales: a triphasic model versus a linear-quadratic-interactive model, 141
The effects of work–family conflict and family–work conflict on nonattendance behaviors, 919